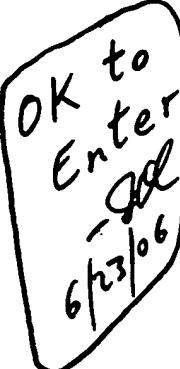


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Title: PRODUCT RECOMMENDATION IN A NETWORK-BASED COMMERCE SYSTEM

IN THE CLAIMS

Please amend the claims as follows.

1.-14. (Canceled)

15. (Previously Presented) A method of providing listing recommendations to users of a network-based commerce system including a plurality of listings arranged in a plurality of divisions, the method including:

identifying a division of the plurality of divisions based on user interaction with the network-based commerce system;

identifying at least one frequently used search term associated with the identified division; and

providing a link to the user to listings associated with the at least one frequently used search term.

16. (Previously Presented) The method of claim 15, including communicating a web page to the user including a hyperlink to the listings associated with the at least one frequently used search term.

17. (Previously Presented) The method of claim 15, wherein the listings associated with each frequently used search term are listings that would be located if the user conducted a search of the network-based commerce system using the at least one frequently used search term.

18. (Previously Presented) The method of claim 15, wherein the at least one frequently used search term is ranked in one of an ascending and descending order according to a number of occurrences of listings in a division associated with the at least one frequently used search term.